

ABSTRACT OF THE DISCLOSURE

The exposure control apparatus comprises screen divider which divides the screen into a many areas, and high luminance decider which decides, for each area of the screen, whether a main subject having a high luminance exists within that area. Further, average luminance calculator calculates average luminance in that area of the screen which is decided as including the main subject, and exposure value determiner determines the exposure value based on the calculated average luminance.